

REGISTER OF BETTA FISH ADVERTISEMENT IN INSTAGRAM:

A SOCIOLINGUISTICS PERSPECTIVE

RESEARCH PAPER



**Submitted as a Particular of the Requirement
for Getting a Bachelor Degree of English Education**

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I testify that there is no plagiarism in this research paper and this research paper that I submitted is really my work, except the written of references which are mentioned in the bibliography. Hence, if this research paper is proved there is any plagiarism, I will be fully responsible.

Surakarta, 13 Agustus 2020

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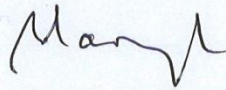
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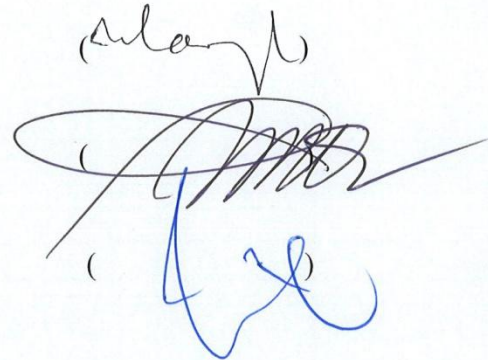
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MOTTO

If you say something, you must be responsible for it.

~Renna Ayu Dwi Kristyowati~

DEDICATION

This research is dedicated to:

My beloved parents,

Joko Maryono & Anik Sawitri

Who always gives , prayer, support, and motivation in all my education

My beloved sister,

Inka Dwi Kristinawati & Sela Merissa

My motivation to becoming a success person that always provide a good example for her

All of my friends,

Who is always there for me motivation in the difficult and happy situation

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ABSTRAK

Register Iklan Betta Fish di Instagram: Perspektif Sociolinguistik. Skripsi. Universitas Muhammadiyah Surakarta 2020

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Tujuan penelitian ini adalah untuk menggambarkan jenis register dan jenis makna yang digunakan di halaman resmi BETTA Fish di Instagram. Halaman ikan cupang resmi di Instagram adalah halaman untuk memberi tahu orang lain tentang istilah yang digunakan dalam ikan cupang. Di dalamnya ada iklan yang berisi keterangan, gambar ikan cupang dan istilah yang digunakan dalam iklan ikan cupang. Ada istilah baru mendaftar dari iklan ikan cupang yang tidak semua orang tahu artinya. Research of Type, dalam penelitian ini, penulis menggunakan penelitian kualitatif deskriptif karena penulis akan menjelaskan keterangan gambar dan jenis ikan cupang di Instagram. Sumber data yang menggunakan media sosial, terutama di halaman Instagram resmi. Objek penelitian ini adalah iklan Betta Fish di Instagram. Penulis mengumpulkan beberapa gambar dan posting di halaman iklan ikan cupang resmi, penulis membaca posting dengan hati-hati, dan mengklasifikasikan gambar ikan cupang, kemudian penulis membuat daftar data yang termasuk dalam tipe register dan tipe makna. Dalam menganalisis data, penulis mengklasifikasikan jenis register dan jenis makna, penulis menganalisis jenis register berdasarkan teori Rinaghaa dan menganalisis jenis makna berdasarkan teori Leech yang didukung oleh teori Dell Hymes untuk menganalisis konteks sosial untuk menentukan makna dari iklan data ikan cupang. Berdasarkan analisis, penulis menemukan bahwa dalam jenis register ada 2 kata register formal (10%), 11 kata register konsultatif (55%) dan 7 kata register kasual (35%). Dan dalam menganalisis jenis makna terdapat 19 kata makna konseptual (76%), 2 kata makna kolokatif (8%), dan 4 kata makna afektif (16%). Ini berarti bahwa jenis register konsultatif (55%) yang sering muncul karena banyak digunakan dalam memposting iklan ikan cupang di Instagram dan dalam jenis tipe makna ada makna konseptual (76%) yang muncul lebih sering dan paling banyak digunakan dalam iklan ikan cupang di Instagram.

Kata kunci: *Iklan Ikan Betta, Register, dan Makna.*

ABSTRACT

Register of Betta Fish Advertisement in Instagram: A Sociolinguistics Perspective.
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This research aims to describe the type of register and the type of meaning used in the official page of BETTA Fish in Instagram. The official betta fish page on Instagram is a page to inform others about the terms used in betta fish. Inside there is an advertisement that contains a caption, a picture of a betta fish, and the terms used in a betta fish advertisement. There are new terms register from the betta fish advertisement that not everyone knows what it means. Research of Type, in this research, the researcher uses descriptive qualitative research because the researcher will explain the caption of the picture and the type of betta fish on Instagram. Data sources that use social media, especially on the official Instagram page. The object of this research is the Betta Fish advertisement on Instagram. The author collects several pictures and posts on the official betta fish advertisement page, the researcher reads the post carefully, and classifies the betta fish image, then the researcher makes a list of the data included in the register type and meaning type. In analyzing the data, the researcher classifies the types of registers and the types of meaning, the authors analyze the types of registers based on Rinaghaa theory and to analyze the types of meaning based on Leech theory supported by Dell Hymes theory to analyze social context to determine a meaning of betta fish data advertisement. Based on the analysis, the authors found that in the register type there were 2 formal register words (10%), 11 consultative register words (55%), and 7 casual register words (35%). And in analyzing the types of meaning there are 19 conceptual meaning words (76%), 2 words collocative meaning (8%), and 4 words affective meaning (16%). This means that the consultative register type (55%) that often arises because it is widely used in posting Betta fish advertisement on Instagram and in the types of meaning types there are conceptual meaning (76%) that appears more frequently and is most used in betta fish advertisement in Instagram.

Keywords: *Betta Advertisement, Register and Meaning*